

## Residential Land Prices Changes and Tourism Development in Watukarung Village Pacitan Regency Within Local Communities Perspective

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### ABSTRACT

Tourism objects in Pacitan Regency are increasingly diverse and attract tourists from within and outside the region to visit. The price of residential land is one aspect that has also changed along with these developments. The phenomenon of changes in land prices also occurred in Watukarung Village. This study aims to analyze changes in the price of residential land and its relation to tourism developments that occurred in Watukarung Village based on the perceptions of the local community. The method used is qualitative with data collection techniques in the form of in-depth interviews. The data from the interviews were processed using data reduction techniques so that a unit of information was obtained which could then be analyzed descriptively qualitatively. The accuracy of the data obtained was tested using a data source triangulation technique that compared the results of one informant with another. The result shows that the development of tourism has attracted foreign tourists to come and buy residential land in Watukarung Village. The price of residential land by the beach was originally around IDR 300,000/m<sup>2</sup> increase to IDR 1,000,000 to IDR 1,500,000/m<sup>2</sup>. Based on the perception of the local community, the significant increase in the price of residential land is closely related to the development of tourism that has taken place in Watukarung Village. However, there are also people who have the perception that rising residential land prices and tourism development have no direct relationship.

**Keywords :** Land Prices; Settlements; Tourism Development

### INTRODUCTION

Tourism is one of the important things that can trigger an increase in people's welfare and national development (Primadany et al., 2013). The development of tourism areas in Pacitan Regency in recent years is quite significant. Tourist objects are increasingly diverse and attract tourists from within and outside the region to visit. A tourist attraction, according to Cooper et al. (1993), should have several factors that support the development of tourism. These factors consist of attractions, accessibility, facility (amenity), as well as support services (ancillary) or what can be

referred to as 4A. Attractions are related to things that attract tourists, both natural and artificial attractions.

Accessibility is of course related to the affordability of tourist attraction locations, such as road conditions or the availability of public transportation (Sabeti et al., 2017). Facilities are various services that support the convenience of tourists visiting tourist objects, for example the availability of stalls, public toilets, clean water, and so on (Khairi & Darmawan, 2021). Furthermore, this support service is a component that can increase tourist comfort even though its existence is not directly needed, but is very important to support operational activities at tourism objects (Lee, 2016).

The development of tourism in an area can provide economic, social and cultural benefits, especially for the surrounding community (Rahman & Muktieali, 2014). Baloch et al. (2022) also stated that there are socio-economic benefits from tourism growth, like in employment or business openings and also infrastructure development. The same thing also happened in Watukarung Village, Pringkuku District, the environmental conditions from a social and economic perspective, the residents around the tourist attraction also changed along with the developments. Watukarung Village is one of the favorite tourist destinations because it has a charming beach charm. Because of the beauty of nature and tourist visitors who do not only come from local residents, lodging businesses or homestay also grow around Watukarung Beach. Based on village potential data for 2021, Watukarung Village has quite a number of residents who work in the hotel or lodging business that provides accommodation for visitors to tourist attractions in the area.

Various programs to develop tourism in this region have been carried out by the Pacitan Regency Tourism, Youth and Sports Agency (Disparpora) and the Pacitan Regency Government with the aim of increasing the income and welfare of the surrounding community (Sayogi & Demartoto, 2018). Although the results are not optimal, the changes that have occurred in this tourist area are quite significant. These conditions led to changes in land use into settlements, especially around Watukarung Beach. Tourism growth not only affects socio-economic aspects, but also can have an impact on the socio-cultural aspects of the local community (Zunaidi et al., 2022). The development of the residential environment, one of which is the existence of these tourism activities, is a form of change aimed at preserving the cultural values of the community (Najib, 2010). New houses appeared after the interest in Watukarung Beach tourism increased significantly. According to the local community and the results of observations in the field, tourism in Watukarung Village has developed more rapidly since 2015.

The existence of a tourism activity in the environment of a settlement will certainly have an impact on the environment, both favorable and unfavorable. According to Hantari & Nareswari (2021), the role of a tourism activity in this residential area is very large. This opinion was supported by Ismayanti (2010) who also stated that the tourism sector has a big role in a residential environment. One of the impacts of tourism development that has occurred is that the surrounding community tends to pay less attention to the sustainability or availability of existing natural resources for the future, especially residential land, thus triggering investors to buy land and invest by building lodging in Watukarung Village (Sayogi & Demartoto, 2018).

The price of residential land is one aspect that has also changed along with the tourism development that has occurred. Land prices have a very close relationship with land values. Land value is a land valuation based on the economic capacity of the land (Pidora & Pigawati, 2014). The phenomenon of changes in land prices also occurs in Watukarung Village. This is quite interesting to study because Watukarung Village is one of the leading tourist destinations which is also a destination for many parties to invest in land.

The theory used to examine changes in land prices is the theory put forward by Lee (1979). This research observes changes in land from agriculture to settlements in order to examine the factors of urban development. Accessibility is a factor that greatly influences regional development and it can be said that this factor will also affect changes in land prices. Then, to link

the development of tourist areas with changes in land prices, references or foundations derived from research results that are quite similar by [Joodaki et al. \(2013\)](#). The research stated that the increase in land prices was quite significant, due to the development of tourism activities in the research location.

In the research of [Fahirah et al. \(2020\)](#) elaborated on other factors that can affect land prices and if it is concluded that the results show that land prices are generally influenced by accessibility and facilities, such as the availability of transportation, clean water networks, electricity networks, road conditions and land area. If you look at this explanation, it can be said that this research will be quite different because it links land prices with influencing factors in the form of tourism activities. The problems from several studies that have been conducted tend to be more limited to whether or not there is a link between land prices and tourism development and how the relationship between the two is statistically. On the other hand, this research uses qualitative methods because the area of study is not that large. Furthermore, the expected research results from this study are an explanation or a complete picture of the occurrence of a phenomenon that occurs in the field.

This research only examines one village area so that the number of land purchases that have occurred at the research location is not too much and it is possible that the results will be less significant when using statistical tests. The land price data used is also the actual land price on the market so that it is expected to be more accurate in providing an overview of changes in land prices that occur at the study location. In research such as that conducted by [Ghifariansyah \(2019\)](#), the price of the land under study is the price of land based on the amount of the Sales Value of Taxable Objects (NJOP), so there is a possibility that there is a significant difference between the size of the NJOP and the price of land on the market. Previous studies specifically linking land price changes to tourism development, for example, were conducted by [Liu et al. \(2020\)](#), [Cunha \(2021\)](#), and [Peric et al. \(2022\)](#). Even though these studies have the same topic as the research conducted, there are still differences because the tourist area studied is a coastal area, whereas previous research did not discuss the coastal area.

This study aims to analyze changes in the price of residential land and its relation to tourism developments that occurred in Watukarung Village based on the perceptions of the local community. The results obtained from this research are expected to add to knowledge in the field of geography, especially regarding the development of tourist areas and residential land prices and become a reference for parties who wish to invest in land and the surrounding community who wish to buy and sell land. In addition, it is hoped that the results of the research obtained will become one of the inputs for the Pacitan Regency Regional Government in making policies regarding the Selling Value of Taxable Objects (NJOP).

## **METHODS**

This study used descriptive qualitative method. The data used is primary data from in-depth interviews with seven informants in the field. Informants are determined by purposive sampling method because certain criteria have been set, that must be met in order to obtain a more precise and in-depth source of information. Information collected in general includes everything that gives an overview of the process of tourism development in Watukarung Village to an overview of changes in residential land prices that occur along with tourism development based on perceptions or knowledge of the local community.

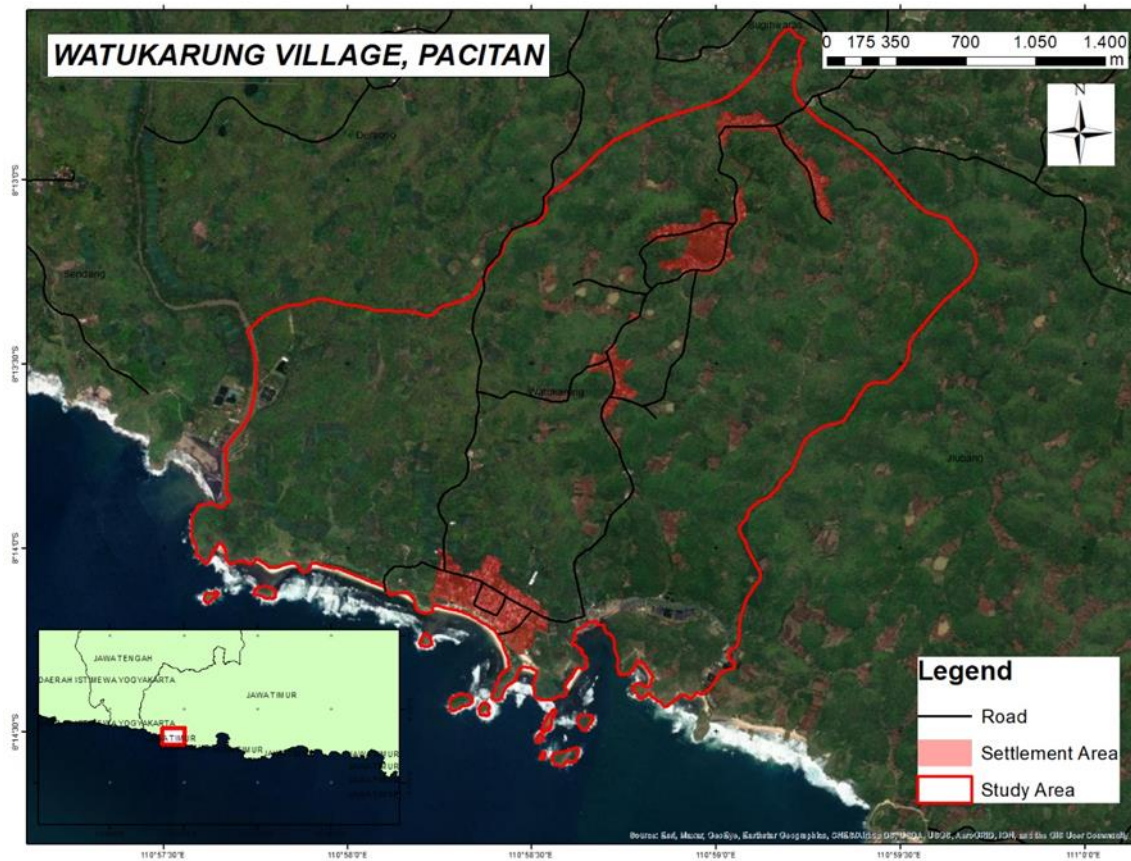


Figure 1. Study area

Information collected through in-depth interviews is written in the form of interview transcripts. The interview transcripts were then processed by reducing the data so that only information that was more focused or appropriate was used to support the achievement of the objectives of the research being conducted. Based on the results of these interviews, information units were obtained which could then be grouped or categorized and analyzed whether there was a pattern from the processed information.

The presentation of the results of data processing is then carried out in a descriptive form. Data analysis was also carried out in a qualitative descriptive manner. This method was chosen because the empirical data collected from the field is not a series of numbers that can be calculated mathematically. Data analysis was carried out on the results of in-depth interview data processing which is the perception or response of the local community to the phenomenon studied, namely tourism development and changes in residential land prices.

The changing price of residential land is studied by the factors that influence it, such as in terms of the physical characteristics of the area, the characteristics of the landowners and government policies. Analysis was also carried out on people's perceptions regarding whether or not there was a link between changes in residential land prices and tourism developments that occurred in Watukarung Village, as well as analyzing how the relationship existed between the two. Analysis of the data or information from these interviews is also supported by the literature and the results of observations made at the research location.

Research data that has been collected and processed for further testing accuracy with the data source triangulation method. Triangulation of data sources was carried out by comparing the results of the information obtained from one informant with another informant (Yunus, 2010), which in this study will be used seven informants. The data that has been tested for accuracy is

expected to have adequate validity and reliability. The data is said to be valid and reliable if the data or information submitted by an informant is in line with the information submitted by other informants.

## RESULTS AND DISCUSSION

The progress experienced by Watukarung Village, especially in the tourism sector, can be said to be very significant since the enforcement of the Regional Regulation on Retribution and the management of the Pacitan Regency Government in 2014. The development of more adequate facilities to support tourism activities has also begun since tourism management has become more focused. Even though it has become the responsibility of the Pacitan Regency Government, the Village Government also still has a big role in tourism development. This is because the government is still less committed and less focused on developing tourism potential in Watukarung as expressed by Mrs. WD, the first informant, as follows:

*"... Likewise Watukarung Beach has been included in the levy on tourist objects, but the Regional Government is not committed, not concerned about building in Watukarung, finally the Village Government, so from 2012-2018 our budget in the Village Income and Expenditure Budget is that village funds are the most 80% is even for the tourism sector, both physically and for community empowerment."*

Accommodation or lodging homestay which supports tourism activities in Watukarung are also developing. In Gumulharjo Hamlet and Ketoro Hamlet there are many inns that can facilitate tourists, especially those from outside Pacitan Regency, if they want to stay in Watukarung Village. Based on the results of in-depth interviews with Mrs. WD, it was found that these inns are also privately owned and managed by the community itself. Apart from that, there are also motorized vehicle rental services from the community which can further support tourism activities in Watukarung Village.

*"Alhamdulillah, the homestays, the inns in Watukarung are all staffed by Watukarung and the second readiness, what I see, is when inns or tourism accommodation services have appeared so that in my opinion this community is ready if Watukarung tourism develops, because when these foreigners come here the goal is only to surf, of course they also have to stay overnight and tourism accommodation has also been provided by the community. Motorized vehicle rental is also from the community, so yes we are ready."*

Currently, tourism in Watukarung Village has become one of the parts that is very close to the local residents. Many residents who work as fishermen then as the developments that occur finally decide to open businesses such as lodging or food stalls as well. Residents who still work as fishermen also feel the positive effects of the developments that have occurred, namely the existence of a Fish Landing Base in Watukarung to help market fishermen's catch. In addition, during certain seasons when fishermen cannot go out to sea to find fish, many fishermen will still be able to earn income because they have also started to pursue the tourism sector. The findings of this study are in line with research conducted by [Pourkhosravani & Iravani \(2012\)](#). The findings of this study state that the development of the tourism industry will increase residents' incomes, create jobs, create a more developed environment, and increase the price of the surrounding land. [Uslu \(2020\)](#) also stated that tourism growth affects economic aspects and it also has a relation to the gender role in tourism activity, which in this study shows that male have more participation, like in tourism and fishing activity. However, tourism is not the only source of income for residents. There are still other sectors, such as agriculture, which are also jobs for the population.

The price of land, especially in the residential area of Watukarung Village, has experienced a very significant increase in line with changes in the tourism sector. The price of this residential land began to change since foreign tourists often visited Watukarung to surf and were finally interested in owning a house near the beach in 2008. Even though when buying and selling land transactions carried out by Foreign Citizens (WNA) using the name of a Citizen Indonesian (WNI). After having a place to live and settling in Watukarung Village, there were also foreigners who finally decided to naturalize to become Indonesian citizens. At that time tourism in Watukarung Village had not started to be managed in a more direct manner, but these foreign tourists had already seen the great potential of Watukarung Village to become a tourist destination. Residential land that was traded at first was residential land located on the outskirts of a flat beach, precisely in Gumulharjo Hamlet and Ketro Hamlet. The more land purchases occurred in the area, the more densely populated the settlements in Gumulharjo Hamlet and Ketro Hamlet were.

Many new buildings which functioned as lodgings began to appear in the residential area near the beach. Furthermore, because the land area is also limited, eventually there is an expansion or development of land that is bought and sold. Not only in lands that are designated as settlements, but extends to the hills which are somewhat far from the coast and are not land for settlements (Kusumawardhani, 2023). The purchase of land in the Watukarung Village area is usually intended to be used as an inn/homestay, restaurants and some are used as residences. In addition, there are several lands that have been purchased but not immediately developed, but instead are left as assets for investment due to the trend of rising prices. Apart from foreigners, these land buyers come from various cities in Indonesia, such as Solo, Yogyakarta, Surabaya and Jakarta.

From the seller's side, especially land for settlements, many just go with the flow because they are tempted by prices that have increased significantly. Before tourism developed, it was said that these lands did not have a good selling value. In fact, it used to be likened to if the land was given free of charge, no one would be interested because it was considered that they could not make a profit. In the early 2000s, these lands were sold not in square meters, but in blocks. The price range for residential land on the beach before tourism developed or before 2008 was around IDR 300,000/m<sup>2</sup>, even at several other points have even lower prices. Meanwhile, the price range for residential land in the same area has now reached around IDR 1,000,000 to IDR 1,500,000/m<sup>2</sup>. The price of this land can be said to be very high when compared to the Sales Value of Tax Objects (NJOP). Based on Pacitan Regent Regulation Number 47 of 2016 concerning Determination of the Selling Value of Rural and Urban Land and Building Tax Objects in Pacitan Regency in 2017, the NJOP in Watukarung Village is less than IDR 50,000/m<sup>2</sup>.

Not only because of the increase in land prices, land owners usually do not have an orientation for future land use. If it is linked back to the theory of land prices as stated by Lee (1979), one aspect that is very visible in terms of the increase in residential land prices in Watukarung Village is regarding the orientation of land use in the future. If the land they own wants to be used for businesses such as homestays or restaurants, there are constraints in terms of capital, so many choose to sell the land they own. The increasing number of buying and selling of land for settlements in fact also makes people feel worried because it will be difficult to buy residential land that is close to them for their children and grandchildren in the future. This finding is in line with the findings of a study conducted by Mikulic et al. by 2021. The research suggests that the intensification of tourism is having an adverse impact on the ability of local residents to buy homes. Communities who objected to buying land in strategic locations or in residential land locations whose prices had increased finally decided to buy residential land in even more distant locations or even in different villages.

When the sale and purchase of land became more frequent, in 2017 the Watukarung Village Government finally gave directions to the community to rent out their land rather than sell it to other parties. However, at that time there was already a lot of land, especially the beachside residential areas in Ketro Hamlet and Gumulharjo Hamlet, which belonged to parties other than

the people of Watukarung Village. Some of the land that is currently being sold is no longer in residential areas close to the beach, but tends to be in hills that are further away from the beach (Kusumawardhani, 2023). The local community has the perception that the significant increase in the price of residential land is related to the development of tourism that is taking place in Watukarung Village, as expressed by the following informant.

*"It is very related (between changes in residential land prices and tourism development). So the more famous the area is, the higher the land price will be. That's because automatically the people out there are aiming, the entrepreneurs are already targeting business opportunities. So they bought it basically maybe one to develop their business, property sector or the second one maybe just for what is called a temporary residence."*

The above statement is also supported by statements from other informants as follows.

*"There is a connection, there is a connection (between changes in residential land prices and tourism development). So in my opinion, my view is tourism marketing. Without them coming here, it might also be a bit difficult to make a significant impact on this tourism marketing. Because that used to be Roman's son, his name is Rizal Tanjung, he's one of Indonesia's top surfers. So that's what the world finally knows about Watukarung, not only certain countries but the world knows Watukarung."*

The community thinks that if there is no tourism in Watukarung Village, the land price will be the same as before. Even though land prices started to rise when foreigners bought land, tourism still had a big role because this was the first attraction for these foreigners to buy land in Watukarung Village. The finding in this study that stated a significant increase of land prices especially in the settlement areas has a strong relation with tourism development is also in line with the findings of the study that conducted by Cro & Martins (2023). This study concluded that significant positive impact on house prices occurred because of tourist activities. Beside that, one of the findings in a study that was conducted by Duong et al. (2020) said that tourism development has a big role in land investment. Land conversion into tourism purposes that occurred also can cause social dissatisfaction like in Vietnam. This finding can be related to the situation in Watukarung Village if there's no clear regulation about the land legal system itself.

On the other hand, there are also people who have the perception that the increase in residential land prices and tourism development have no direct relationship. The development of tourism that has occurred has only had a number of impacts, for example on the increasingly dynamic community, such as in terms of the ease of accessing information from outside to the socio-cultural side, as stated by an informant as follows.

*"There is nothing (directly related), so with the development of this tourism the impact on society will be more dynamic, of course, the more dynamic it is in terms of those who (formerly) did not easily access information..... The impact of foreigners in Watukarung does affect the socio-cultural side as well, because teenagers used to wear short pants like that (because they follow the culture of foreigners)..."*

Even so, the phenomenon of changes in land prices and tourism development occurs at the same time. The changes that have occurred have had various kinds of impacts, both positive and negative, in terms of the physical, socio-cultural and economic aspects of society.

## CONCLUSION

Land prices, especially in the residential areas of Ketro and Gumulharjo hamlets, began to increase when foreign tourists bought land in 2008—2009 because they saw the potential for development, especially as surfing locations. The price of residential land on the seaside is getting higher along with the development of Watukarung Village as a tourist area. Settlements along the coast are also becoming denser and there is expansion to more remote areas due to limited land. Based on the perception of the local community in Watukarung Village, the increase in residential land prices is closely related to tourism development. If there is no tourism potential that can be developed, it is unlikely that land prices will become as high as they are today. Although on the other hand there are also people who think that the two are not directly related. Based on the results of the studies that have been carried out, there are still some limitations so that it would be better to carry out further studies on the impacts arising from the phenomenon of tourism development and changes in land prices in the tourist area of Watukarung Village to find out the positive or negative impacts that occur more frequently both in terms of physical, social, cultural and economic. In addition, further studies can be carried out regarding the mapping of residential land development patterns from before the development of tourism and increases in land prices so that the orientation of development patterns in the future can be identified.

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## DECLARATIONS

### Conflict of Interest

The authors declared that they had no known competing interests.

### Ethical Approval

The research has been approved by the Research Committee of Universitas Gadjah Mada. All research was carried out in accordance with Universitas Gadjah Mada research ethics guidelines applicable when human participants are involved.

### Informed Consent

On behalf of all authors, the corresponding author states that all participants have been given informed consent and agreed to take part in this study.

## DATA AVAILABILITY

Data used to support the findings of this study are available from the corresponding author upon request.

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